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Gamification of Certification

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Game Plan

- **What is Gamification?**
  - **History & Context**
- **IGBA Certification Development**
- **Certification Recognition Frameworks**
- **New IGBA Certification Badges**
- **Add Gamification to Your Programs**
  - **Creating & Maintaining**
- **Future Focus**
- **Questions**

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What is Gamification?

Definition: Gamification is framing an activity like a game to make it more motivating. The process involves applying game mechanics and game design techniques *to engage and motivate people to achieve their goals.*

- **Desires & Needs | Status & Achievement**

- **Not a new concept**

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What is Gamification?

History

- **A tactical approach that went digital**

- **A long history of using play or fun to motivate people**

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What is Gamification?

(Recent) History

- **2003:** The term was first coined by computer programmer Nick Pelling

- **2009:** Foursquare app released and viewed as gamification "blueprint" of badges, leaderboards and points

- **2011:** The term becomes really popular. It's added to Gartner's hype cycle

- **2012:** People become dubious about gamification. Gartner predicts a large number of gamified applications will fail by 2014

- **2013:** Foursquare phases out the gamification elements of its app

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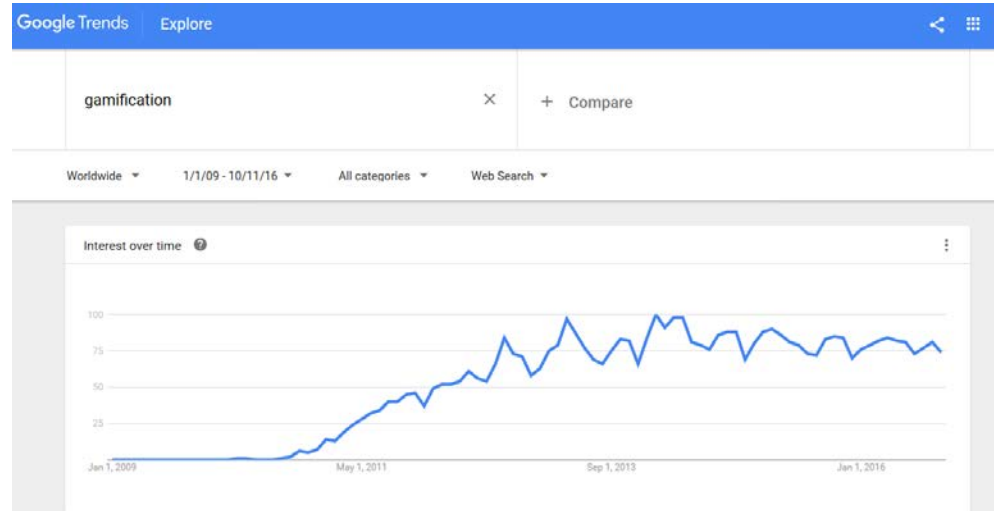
What is Gamification?

Game Mechanics for Green Business

- Game Mechanics are strategies to reward activity among users
- Points, Badges, Levels, Leaderboards, and Challenges
- Success depends on design

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What is Gamification?

Recipe for Success in Gamification

Successful gamification tools work when they:

- **Give users the <u>motivation</u> to do something (the chance to win, receive rewards or gain recognition)**
- **Give users the <u>ability</u> to carry out a task – by facilitating it, or breaking each task into bite-size chunks, increasing the perceived capability for the user**
- **Give the user a <u>trigger</u> or cue to complete the action**

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What is Gamification?

How Gamification Helps Green Business Programs

"If you can gamify the process, you are rewarding the behavior and it's like a dopamine release in the brain. Humans like a game." --Frank Farrall, Deloitte Digital

- Decrease stagnation and drop outs
- Increased engagement opportunities

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IGBA Certification Development

Pilot to v2

- **TAG structure and purpose**
- **Weighted measures**
- **Program design considerations**

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Cert. Recognition Frameworks

Binary

- Businesses complete the full program to attain certification

- Status options are certified or not certified

- Able to market a more concrete definition of certification, but one size fits all

- Engagement opportunities limited to being "in progress"

- Advancement potential is low after certification is reached

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Cert. Recognition Frameworks

Levels

- Businesses can achieve varying levels of certification depending on percentage of program completion
- Status options include the levels of certification indicating varying levels of achievement
- Able to better market the degree of business achievement but may decrease consumer understanding
- Engagement opportunities include "in progress" and moving to next level
- Advancement potential to move to higher levels of certification

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Cert. Recognition Frameworks

Sectional (Badges)

- **Businesses can achieve certification by completing each section of a multi-sectional program**
- **Status options available at the completion of each section**
- **Able to specifically market the areas in which a business has acted to be greener**
- **Engagement opportunities possible at the completion of each section**
- **Advancement potential to add new sections to drive continuous improvement**

New IGBA Certification Badges

Program Specifics

- Structure and plan
- Room for creative and dynamic badges
- Continuous engagement and encouragement
- Process for weighting measures

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New IGBA Certification Badges

Benefits of the Badge

- Make more carrots to reward steady progress
- Precision in marketing and transparency for customers
- Continuous improvement triggers

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New IGBA Certification Badges

Lessons Learned in Development

- **Design with the outcome in mind**

- **Agree upon the level of granularity**

- **Make the process easier on the creators**

Add Gamification to Your Programs

Creating A Program

- **Identify Value**
  - Make a list of the things that users value most about their interactions with the program
  - Incorporate these values into the program
- **Guide the Experience**
  - Put guidance to the next steps somewhere prominent – early on, the more directed the experience, the better
  - Make a big deal about accomplishments – success should feel good

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Add Gamification to Your Programs

Creating A Program

- **Balance Content**
  - Stretch your content. As players grow experienced with the system, achievements should become less frequent
  - Early goals should be effortless to accomplish – set an early precedent for success. The most meaningful achievements should be the hardest to obtain
- **Creativity**
  - Think of unexpected rewards and special privileges for top performers
  - Give users additional opportunities to promote each other

Add Gamification to Your Programs

Maintaining A Program

- **Iteration**
    - No program is perfect on the first try; Check your results to look for issues
    - Refine estimates and adjust incentives
- **Content Creation**
    - Create new goals and add higher levels to status systems for top users
    - Run promotions and seasonal events

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Add Gamification to Your Programs

Maintaining A Program

- **Expansion**
    - Add new features. Typically your first take at gamification is feature light. Once it is running well, introduce new features to deepen the experience
    - Expand existing features. Maybe open them up to new audiences or broaden the scope covered

Add Gamification to Your Programs

Further Considerations

- Align the objective of users with those of the organization

- You can't just slap points, badges and leader boards on to anything

- The target audience must be engaged with meaningful incentives

- Do not confuse activity with success

- To motivate users, focus on which behaviors you want to influence most

- Don't reward everything; this gets too confusing for the user to understand

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Future Focus

For Gamification

- **Maturing with more focus on the importance of design and the experience being created**
- **Defining clear business objectives to engage audiences at a deeper level**
- **Eventually, a seamless experience**

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Future Focus

For IGBA Certification Badges

- **Monitoring results and tweaking design**
- **Expanding gamification services within organizations**
- **Enhancing the experience with GreenBizTracker web tool**

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Questions?

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